

Relationship Skills

Requirement	Score
The salesperson demonstrates a positive self image, character/integrity, and has the win-win attitude that helps enhance the relationship.	
Demonstrates an effective and positive entrance and carries him/herself well throughout.	
Uses effective eye contact throughout the interaction keeping the conversation meaningful yet comfortable.	
Demonstrates quality voice, effective tone, and uses an effective speech that is enthusiastic and enlightening.	
Demonstrates proper manners including: the greeting, appropriate use of language, and communication skills.	
Demonstrates genuine interest by actively listening and using topics that the customer can relate to.	
Uses Mutual Interests/Acquaintances, Compliments and Here and Now comments in the initial conversation to effectively create rapport.	

0	1	2	3
Required Element is missing.	Expectation is present in the role play, but the student struggles at executing the skills during the role play. They do not demonstrate understanding of the skill/element and have trouble putting it into action.	The student demonstrates the expectation but it doesn't come naturally and forced in the presentation. They have a grasp of the skill but have not mastered it. They recognize the needs of the customer but do not have the product expertise nor ability to add value when needed	The student demonstrates mastery of the skills within the role play. They execute the delivery of their knowledge and interaction without hesitation. They are able to make direct connections to the customer and what they need during the role play.

Potential Scenarios

Iowa Realty - New College Grad, University of Iowa, Professional, looking his first home in the Des Moines Area. Coming from Iowa City, rented a home with friends.

Scheel's - Coaches their sons team, parent of one of the kids, looking for equipment (balls, bats, helmets) for the kids.

Staples - High School graduate looking for a computer for college, doesn't have his own, heading to Iowa State as a freshman next fall.

Before Role Play - Each Scenario

1.) Identify potential Influences in the common Buying Decisions above that might be present. (Roles, Culture, Reference Groups, Social Class)

- **Describe each of the influences on the person's buying decision and explain how this knowledge could assist you in the sales process. This should be done for each of the possible scenarios.**

During the Role Play

- 1.) Work with the customer through the decision making process and help them find a solution to the problem.
- 2.) Emphasize Features/Benefits and make sure to connect them to the customers needs.
- 3.) Demonstrate Product Expertise in answering questions that the customer may have.
- 4.) Used **questions, active listening, and observations** to help understand the different components of the customer's buyer behavior.

Reflection after the Role Play

- 1.) **For the transaction**, recognize and interpret the customer's perception about the product, business, brand/company. What did you learn about their perception? How did you approach their perception?
- 2.) **For the transaction**, identify the Buying Motives - Rational, Emotional, Patronage, or Product. How did you discover them and what did they tell you about the customer in the interaction?
- 3.) **For the transaction**, Where was the customer in the Buying Decision Process? Identify the step and explain how you could tell. What did that do to your role during the interaction?
- 4.) **For the transaction** Identify the purchases to be a Routine, Limited, or Extensive decision and explain why. Describe how this knowledge assisted you in the transaction.

0	1	2	3
Required Element is missing.	The student begins to understand the buyer but does not make the connection in the interaction. The explanation of what occurred during the interaction show little knowledge of the buyer's behavior.	The student understands the buyer and uses their behaviors in assisting them in the sales process. Their reflections demonstrate knowledge of the buyer's behaviors, but the references in the interaction do not demonstrate complete mastery.	The student demonstrates mastery of the content during the interaction by using the behaviors of the buyer and then enhancing the presentation. Then in the reflection the student clearly makes the connections back to the presentation where the behaviors were present.